
SECTION: BREASTFEEDING PROMOTION AND SUPPORT

SUBJECT: Breastfeeding Promotion and Support

ITEM: Supporting Fully Breastfeeding for the First 30 Days

Policy

The Local Agency (LA) shall ensure participants are provided the information and the support they need to successfully fully breastfeed, especially during the first 30 days of life.

Required Procedures

I. Training

- A. The LA shall support breastfeeding participants as follows:
1. do not issue formula during the first 30 days of life to an infant who is breastfed;
 2. portray breastfeeding as the norm in all Women, Infants and Children (WIC) sites;
 3. provide prenatal and postpartum Baby Behavior education;
 4. provide prenatal and postpartum breastfeeding counseling, education, and [anticipatory guidance](#);
 5. schedule an appointment within the first 30 days and a follow-up appointment within the next month for feeding assessment and counseling;
 6. provide support to help mothers initiate and continue to breastfeed for one year and beyond;
 7. address any breastfeeding issues, and if necessary, referring the mother to a WIC staff with at least 40 hours of breastfeeding training;
 8. provide information about the breastfeeding services offered at the agency and in the community; and
 9. recertify the postpartum mother within six weeks (WPM 240-10) and issue a fully breastfeeding food package to her and her infant.

II. Before Supplementation

- A. If a mother requests supplemental formula in the first 30 days of the infant's life, a WIC staff with at least 40 hours of breastfeeding training shall:

-
1. conduct an evaluation to determine if there is a health or nutritional condition that would affect the infant's ability to grow and develop normally on breast milk alone;
 2. observe the infant breastfeeding, if possible;
 3. discuss the risk to mother and baby of not breastfeeding;
 4. weigh the infant to assess current weight; and
 5. provide counseling and appropriate education.

III. Issuing formula

- A. If a health and/or nutritional condition is found, which affects the infant's ability to grow or develop normally on breast milk alone, or the mother is adamant that she wants formula, then the appropriate WIC staff shall:
 1. determine the amount of infant formula needed while supporting maximum breastfeeding;
 2. issue one month of the appropriate food packages to mother and infant; and
 3. schedule an appointment in one month.

IV. Follow-Up

- A. At the next appointment, staff shall provide the following:
 1. nutrition evaluation, including infant weighing to assess the need for continued supplementation;
 2. appropriate breastfeeding support, counseling, and referrals;
 3. re-evaluation of the amount of formula needed; and
 4. selection of the appropriate food packages for the mother and infant.

Best Practices

- A. The WIC staff member who determines if formula is to be issued is an International Board Certified Lactation Consultant (IBCLC), Certified Lactation Counselor (CLC) or Certified Lactation Educator (CLE).
- B. Breastfeeding mothers receive support from a Breastfeeding Peer Counseling (BPC) Program.

Definitions

Anticipatory Guidance – information that helps families prepare for expected physical and behavioral changes during their child's current and approaching stage of development.

Authority

7 CFR 246.11 (e)

Revisions in the WIC Food Packages; Interim Rule, December 6, 2007, and WIC Nutrition Services Standards: Standards 12 and 13.